

FOR IMMEDIATE RELEASE
October 22, 2009

FOR ADDITIONAL INFORMATION, CONTACT
Collette Coyne, MBS
631-851-5073

Aaron Cano Joins MBS as Vice President, Customer Insight

Central Islip, NY - October 22, 2009 - MBS, a leading provider of advanced marketing services and solutions, announced today that Aaron Cano has been appointed Vice President, Customer Insight.

In this position, Aaron leads MBS' Analytical Solutions team in the delivery of a wide range of analytical services, including profiling, segmentation, predictive modeling, response analyses and reporting, trade area definition, and site selection. These services help MBS' clients better understand who their customers are and create a knowledgebase to make better marketing decisions.

A seasoned professional with over 20 years of proven success in developing and managing customer-focused analytical services, Aaron joins MBS from 1800flowers.com, where he served as Vice President, Enterprise Customer Knowledge Management for seven years. In this role, he was responsible for transforming 1800flowers.com's established marketing database operations into a strategic asset that could be leveraged across the organization for market research, financial planning, business analytics, customer insights, and CRM.

Aaron's previous experience includes 14 years at JP Morgan Chase Bank and its predecessors, where he rose to Vice President, Regional Consumer Services. Aaron's experience at JP Morgan Chase included the areas of Personal Credit Services, Auto Finance, Insurance, Investments, Home Equity, and Bankcard Products and Services.

Aaron is widely recognized as an industry thought leader and has received a number of honors, including selection as one of 1to1 Magazine's Customer Champions (2008); 1800flowers Quality Award (2004); and the Chase Manhattan Bank Excalibur Award for excellence and commitment to values (1994). Recent speaking engagements include the Premier Business Leadership Conference (2008 and 2007); Forrester Customer Forum (2007); and Gartner (2007).

Aaron's educational credentials include a BS in Marketing with a Concentration in Research from the State University of New York (SUNY) at Plattsburg and an MBA in Business Marketing from Clarkson University, Potsdam, NY.

About MBS

MBS, a division of World Marketing, offers a range of outsourced marketing services, including strategic guidance and analytical solutions; customer database design and maintenance; data processing and address hygiene; and e-commerce solutions and email campaign management services. Founded in 1967, MBS has long-standing relationships with many of the world's leading multi-channel retail, Internet, and catalog organizations, including: Tiffany & Co., Bloomingdale's, Hanesbrands, and Things Remembered. For more information, please call Collette Coyne, Director, Marketing Communications, at 631-851-5073, or visit www.mbsinsight.com.

About World Marketing

World Marketing is an end-to-end provider of quality direct marketing, fulfillment, and critical document solutions. From data to delivery, nationally known clients choose to partner with World Marketing for their unique ability to optimize the addressing and delivery of customer communication. For additional information visit www.worldmarkinc.com.